

REMARKS

This is a full and timely response to the non-final Office Action mailed on October 13, 2005 (Paper No./Mail date 051006). Reconsideration and allowance of the Application and present claims are respectfully requested. Through the foregoing amendments, claims 1 – 8 are cancelled, and new claims 9 - 24 are added.

I. Priority

Applicants are not addressing the validity of all assertions made in the Office Action regarding the priority of this Application. Therefore, Applicants should be not presumed to agree with any statements made in the Office Action regarding the priority of the Application unless otherwise specifically indicated by Applicants.

II. Response to Arguments

While the Office Action states that the previous arguments were not persuasive, Applicants contend that the response to those arguments is now moot in view of the new claims 9 - 24.

III. Claim Rejections Under 35 U.S.C. § 102

Claims 1-8 stand rejected under 35 U.S.C. § 102 as being unpatentable over U.S. Patent No. 5,850,218 to *LaJoie, et al.* While Applicants respectfully traverse that rejection, Applicants further submit that the cancellation of those claims renders the rejection moot.

IV. New Claims 9 - 24

For a variety of reasons, Applicants submit that all of the presently pending claims are clearly allowable over all of the cited references. First, the presently pending claims 9 - 24 are now clearly directed to video-on-demand (VOD) presentations, which are understood by those skilled in the art to be distinct from pay-per-view (PPV) presentations and other presentations that have scheduled broadcasts. Consequently, any motivation to add reminders for scheduled events is not applicable to the presently claimed combination that includes providing reminders for currently viewable video-on-demand presentations.

Second, the presently claimed combinations include providing a reminder list on one screen that includes titles of at least one currently viewable video-on-demand presentation and at least one coming soon video-on-demand presentation. While dependent claims 10 and 11, as well as 18 and 19, present distinct arrangements for the different types of video-on-demand presentations, Applicants submit that no references, alone or in combination, disclose a single screen that shows either arrangement, each of which has distinct functionality implications.

Third, Applicants contend that the final elements of claims 9 and 17 are definitely not shown or rendered obvious by any of the cited references. More specifically, Applicants submit that the following elements are not shown in any references:

determining whether a message should be provided to a viewer indicating that the currently available video-on-demand presentation will not be available for rent after a certain future date; and responsive to both determining that the message should be provided and receiving additional viewer input requesting display of the list of currently viewable video-on-demand presentations, providing to the viewer a message separate from the reminder list that the currently available video-on-demand presentation will not be available for rent after the certain future date

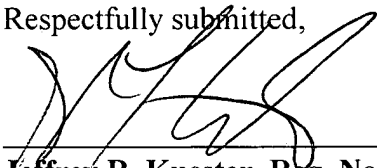
V. Miscellaneous

Any other statements in the Office Action that are not explicitly addressed herein are not intended to be admitted. In addition, any and all findings of inherency are traversed as not having been shown to be necessarily present. Furthermore, any and all findings of well-known art and official notice, or statements interpreted similarly, should not be considered well-known for at least the specific and particular reason that the presently claimed combinations are too complex to support any such findings.

CONCLUSION

Applicants respectfully maintain that the currently pending claims 9 - 24 are in condition for allowance. Should the Examiner have any comments or suggestions that would place the subject patent Application in better condition for allowance, he is respectfully requested to telephone the undersigned attorney at (770) 933-9500.

Respectfully submitted,



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